WHAT IS CLAIMED IS:

1. Magnetic powder composed of an alloy composition represented by $R_x(Fe_{1-a}Co_a)_{100-x-y-z}B_yM_z$ (where R is at least one kind of rare-earth element excepting Dy, M is at least one kind of element selected from Ti, Cr, Nb, Mo, Hf, W, Mn, Zr and Dy, x is 7.1 - 9.9at%, y is 4.6 - 8.0at%, z is 0.1 - 3.0at%, and a is 0-0.30, and the magnetic powder being constituted from a composite structure having a soft magnetic phase and a hard magnetic phase,

wherein when the magnetic powder is mixed with a binding resin and then the mixture is subjected to compaction molding to form a bonded magnet having a density $\rho[\text{Mg/m}^3]$, the maximum magnetic energy product $(BH)_{\text{max}}[kJ/m^3]$ of the bonded magnet at a room temperature satisfies the relationship represented by the formula of $(BH)_{\text{max}}/\rho^2[\times 10^{-9} \text{J·m}^3/\text{g}^2] \ge 2.40$, and the intrinsic coercive force H_{CJ} of the bonded magnet at a room temperature is in the range of 400 - 750 kA/m.

- 2. The magnetic powder as claimed in claim 1, wherein the remanent magnetic flux density Br[T] of the bonded magnet at a room temperature satisfies the relationship represented by the formula of $\text{Br}/\rho[\times 10^{-6}\text{T}\cdot\text{m}^3/\text{g}] \ge 0.125$.
- 3. Magnetic powder composed of an alloy composition represented by $R_x(Fe_{1-a}Co_a)_{100-x-y-z}B_yM_z$ (where R is at least one kind of rare-earth element excepting Dy, M is at least one kind of element selected from Ti, Cr, Nb, Mo, Hf, W, Mn, Zr and Dy, x is 7.1 9.9at%, y is 4.6 8.0at%, z is 0.1 3.0at%, and a is 0-0.30, and the magnetic powder being constituted from a composite structure having a soft magnetic phase and a hard magnetic phase,

wherein when the magnetic powder is mixed with a binding resin and then the mixture is subjected to compaction molding to form a bonded magnet having a density $\rho[\text{Mg/m}^3]$, the remanent magnetic flux density Br[T] of the bonded magnet at a room temperature satisfies the relationship represented by the formula of Br/ ρ [×10⁻⁶T·m³/g] \geq 0.125 and the intrinsic coercive force H_{CJ} of the bonded magnet at a room temperature is in the range of

400 - 750 kA/m.

- 4. The magnetic powder as claimed in claim 1, wherein the magnetic powder is obtained by milling a melt spun ribbon.
- 5. The magnetic powder as claimed in claim 4, wherein the thickness of the melt spun ribbon is 10 $40\,\mu\text{m}.$
- 6. The magnetic powder as claimed in claim 4, wherein the melt spun ribbon is obtained by colliding a molten alloy of a magnetic material onto a circumferential surface of a cooling roll which is rotating to cool and then solidify it.
- 7. The magnetic powder as claimed in claim 6, wherein the cooling roll includes a roll base made of a metal or an alloy and an outer surface layer provided on an outer peripheral portion of the roll base to constitute the circumferential surface, in which the outer surface layer of the cooling roll has a heat conductivity lower than the heat conductivity of the roll base.
- 8. The magnetic powder as claimed in claim 7, wherein the outer surface layer of the cooling roll is formed of a ceramics.
- 9. The magnetic powder as claimed in claim 1, wherein said R comprises rare-earth elements mainly containing Nd and/or Pr.
- 10. The magnetic powder as claimed in claim 1, wherein said R includes Pr and its ratio with respect to the total mass of said R is 5 75%.
- 11. The magnetic powder as claimed in claim 1, wherein the magnetic powder is constituted from a composite structure having a soft magnetic phase and a hard magnetic phase.
- 12. The magnetic powder as claimed in claim 1, wherein the magnetic powder is subjected to a heat treatment for at least once during the manufacturing process or after its manufacture.

- 13. The magnetic powder as claimed in claim 1, wherein the mean crystal grain size of the magnetic powder is 5 50nm.
- 14. The magnetic powder as claimed in claim 1, wherein the average particle size of the magnetic powder is 0.5 150 μ m.
- 15. A method of manufacturing magnetic powder, in which a melt spun ribbon is obtained by colliding a molten alloy of a magnetic material onto a circumferential surface of a cooling roll which is rotating to cool and then solidify it, and then thus obtained melt spun ribbon is milled to obtain the magnetic powder, wherein the magnetic powder composed of an alloy composition represented by $R_x(Fe_{1-a}Co_a)_{100-x-y-z}B_yM_z$ (where R is at least one kind of rare-earth element excepting Dy, M is at least one kind of element selected from Ti, Cr, Nb, Mo, Hf, W, Mn, Zr and Dy, x is 7.1 - 9.9at%, y is 4.6 - 8.0at%, z is 0.1 - 3.0at%, and a is 0 - 0.30, and the magnetic powder being constituted from a composite structure having a soft magnetic phase and a hard magnetic phase, wherein when the magnetic powder is mixed with a binding resin and then the mixture is subjected to compaction molding to form a bonded magnet having a density ρ [Mg/m³], the maximum magnetic energy product (BH)_{max} [kJ/m³] of the bonded magnet at a room temperature satisfies the relationship represented by the formula of $(BH)_{max}/\rho^2[x10^{-9}Jm^3/g^2] \ge$ 2.40, and the intrinsic coercive force H_{CJ} of the bonded magnet at a room temperature is in the range of 400 - 750 kA/m.
- 16. A method of manufacturing magnetic powder, in which a melt spun ribbon is obtained by colliding a molten alloy of a magnetic material onto a circumferential surface of a cooling roll which is rotating to cool and then solidify it, and then thus obtained melt spun ribbon is milled to obtain the magnetic powder, wherein the magnetic powder composed of an alloy composition represented by $R_x(Fe_{1-a}Co_a)_{100-x-y-z}B_yM_z$ (where R is at least one kind of rare-earth element excepting Dy, M is at least one kind of element selected from Ti, Cr, Nb, Mo, Hf, W, Mn, Zr and Dy, x is 7.1 9.9at%, y is 4.6 8.0at%, z is 0.1 3.0at%, and a is 0 0.30, and the magnetic powder being constituted from a composite structure having a soft magnetic phase and a hard magnetic phase, wherein when the

magnetic powder is mixed with a binding resin and then the mixture is subjected to compaction molding to form a bonded magnet having a density $\rho \, [\text{Mg/m}^3]$, the remanent magnetic flux density Br[T] of the bonded magnet at a room temperature satisfies the relationship represented by the formula of Br/ $\rho \, [\text{x10}^{-6}\text{Tm}^3/\text{g}] \, \geq \, 0.125$ and the intrinsic coercive force H_{CJ} of the bonded magnet at a room temperature is in the range of 400 - 750 kA/m.

- 17. A bonded magnet manufactured by mixing magnetic powder with a binding resin and then subjecting the mixture to compaction molding, in which the magnetic powder is composed of a R-TM-B based alloy having at least one element selected from Ti, CR, Nb, Mo, Hf, W, Mn, Zr and Dy (where R is at least one kind of rare-earth element excepting Dy, and TM is a transition metal mainly containing Fe), the bonded magnet being characterized in that when a density of the bonded magnet is $\rho [\text{Mg/m}^3]$, the maximum magnetic energy product (BH) $_{\text{max}}[kJ/m^3]$ of the bonded magnet at a room temperature satisfies the relationship represented by the formula of (BH) max/ $\rho^2 [\text{x10}^{-9}\text{Jm}^3/\text{g}^2] \geq 2.40$, and the intrinsic coercive force H_{CJ} of the bonded magnet at a room temperature is in the range of 400 750 kA/m.
- 18. The bonded magnet as claimed in claim 17, wherein the remanent magnetic flux density Br[T] of the bonded magnet at a room temperature satisfies the relationship represented by the formula of Br/ ρ [x10⁻⁶Tm³/g] \geq 0.125
- 19. A bonded magnet manufactured by mixing magnetic powder with a binding resin, and then subjecting the mixture to compaction molding, wherein the magnetic powder being composed of an R-TM-B based alloy having at least one element selected from Ti, Cr, Nb, Mo, Hf, W, Mn, Zr and Dy (where R is at least one kind of rare-earth element expecting Dy, and TM is a transition metal mainly containing Fe), the bonded magnet being characterized in that when the density of the bonded magnet is $\rho \, [\text{Mg/m}^3]$, the remanent magnetic flux density Br[T] of the bonded magnet at a room temperature satisfies the relationship represented by the formula of Br/ $\rho \, [\text{K10}^-]$

 $^6Tm^3/g] \ge$ 0.125, and the intrinsic coercive force H_{CJ} of the bonded magnet at a room temperature is in the range of 400 - 750 kA/m.

- 20. The bonded magnet as claimed in claim 17, wherein the magnetic powder is composed of an alloy composition represented by $R_x(Fe_{1-a}Co_a)_{100-x-y-z}B_yM_z$ (where R is at least one kind of rare-earth element excepting Dy, M is at least one kind of element selected from Ti, Cr, Nb, Mo, Hf, W, Mn, Zr and Dy, x is 7.1 9.9at%, y is 4.6 8.0at%, z is 0.1 3.0at%, and a is 0 0.30, and the magnetic powder is constituted from a composite structure having a soft magnetic phase and a hard magnetic phase.
- 21. The bonded magnet as claimed in claim 17, wherein the compaction molding is carried out under the temperature that the binding resin is melted or softened.
- 22. The bonded magnet as claimed in claim 17, wherein the maximum magnetic energy product $(BH)_{max}[kJ/m^3]$ is equal to or greater than $50kJ/m^3$.
- 23. The bonded magnet as claimed in claim 16, wherein the absolute value of the irreversible flux loss (initial flux loss) is equal to or less than 6.2%.
- 24. The magnetic powder as claimed in claim 3, wherein the magnetic powder is obtained by milling a melt spun ribbon.
- 25. The magnetic powder as claimed in claim 24, wherein the thickness of the melt spun ribbon is 10 $40\,\mu\mathrm{m}$.
- 26. The magnetic powder as claimed in claim 24, wherein the melt spun ribbon is obtained by colliding a molten alloy of a magnetic material onto a circumferential surface of a cooling roll which is rotating to cool and then solidify it.
- 27. The magnetic powder as claimed in claim 26, wherein the cooling roll includes a roll base made of a metal or an alloy and an outer surface layer provided on an outer peripheral portion of

the roll base to constitute the circumferential surface, in which the outer surface layer of the cooling roll has a heat conductivity lower than the heat conductivity of the roll base.

- 28. The magnetic powder as claimed in claim 27, wherein the outer surface layer of the cooling roll is formed of a ceramics.
- 29. The magnetic powder as claimed in claim 3, wherein said R comprises rare-earth elements mainly containing Nd and/or Pr.
- 30. The magnetic powder as claimed in claim 3, wherein said R includes Pr and its ratio with respect to the total mass of said R is 5-75%.
- 31. The magnetic powder as claimed in claim 3, wherein the magnetic powder is constituted from a composite structure having a soft magnetic phase and a hard magnetic phase.
- 32. The magnetic powder as claimed in claim 3, wherein the magnetic powder is subjected to a heat treatment for at least once during the manufacturing process or after its manufacture.
- 33. The magnetic powder as claimed in claim 3, wherein the mean crystal grain size of the magnetic powder is 5 50nm.
- 34. The magnetic powder as claimed in claim 3, wherein the average particle size of the magnetic powder is 0.5 $150\,\mu\text{m}$.
- 35. The bonded magnet as claimed in claim 19, wherein the magnetic powder is composed of an alloy composition represented by $R_x(Fe_{1-a}Co_a)_{100-x-y-z}B_yM_z$ (where R is at least one kind of rare-earth element excepting Dy, M is at least one kind of element selected from Ti, Cr, Nb, Mo, Hf, W, Mn, Zr and Dy, x is 7.1 9.9at%, y is 4.6 8.0at%, z is 0.1 3.0at%, and a is 0 0.30, and the magnetic powder is constituted from a composite structure having a soft magnetic phase and a hard magnetic phase.

- 36. The bonded magnet as claimed in claim 19, wherein the compaction molding is carried out under the temperature that the binding resin is melted or softened.
- 37. The bonded magnet as claimed in claim 19, wherein the maximum magnetic energy product $(BH)_{max}[kJ/m^3]$ is equal to or greater than $50kJ/m^3$.
- 38. The bonded magnet as claimed in claim 17, wherein the absolute value of the irreversible flux loss (initial flux loss) is equal to or less than 6.2%.